



## NEWSLETTER & JOB LEADS

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*"We grow great by dreams. All big men are dreamers. They see things in the soft haze of a spring day or in the red fire of a long winter's evening. Some of us let great dreams die, but others nourish and protect them, nurse them through bad days till they bring them to the sunshine and light which always comes to those who sincerely hope their dreams will come true"*

- Woodrow Wilson

### "How to Write A Winning Cover Letter"

by Ruth Glover and Taunee Besson  
(From the [Wall Street Journal's CareerJournal.com](http://www.wallstreetjournal.com))

Every hiring manager or recruiter seems to have a different opinion about cover letters. Here are two opposing viewpoints:

"By the time a cover letter arrives on my desk, it had better be good," says Alyson Cate, vice president of human resources at Lyrick Corp., an Allen, Texas, producer of children's television programming. For key positions at the company, Ms. Cate reviews candidate documentation and interviews applicants. Executives whose written communication skills don't impress her won't go far in the selection process.

"I hardly ever read them," says Bob Bennett, senior recruiting consultant in Richardson, Texas. Similarly, John

Madsen, a contract recruiter in Seattle, says he only reads a cover letter if he can't determine what a candidate wants to do from the resume within about 30 seconds.

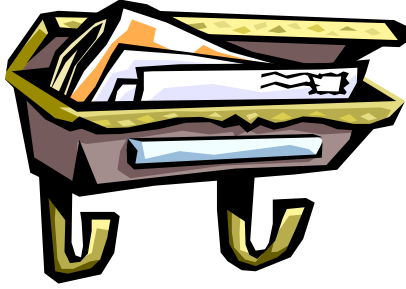


Such disparate views can make you wonder if you really need to send a cover letter with your resume. If you do, what should it say?

Regardless of whether employers read cover letters, it's always smart to include one because it can showcase infor-

mation that's not in your resume. Your cover letter should be a carefully polished gem that grabs a reader's attention and improves your chance of receiving an interview. If you're applying for a writing-related position, you can be sure your words will count. Savvy recruiters will evaluate your writing carefully for clarity and how well you'll fit into the corporate culture. If you're seeking a management job where written communication is key to your success, you can bet your cover letter will be scrutinized for its content and readability. The higher the position, the more your letter can help or hurt your chances of being invited to an interview.

### Building a Cover



**Letter** What are the steps to creating a letter that will complement and add genuine value to your resume? Your letter must be concise. Since recruiters spend about 10 seconds on each resume, they often don't read cover letters. If they do, they look for information they can absorb quickly. Letters longer than one page are too long. Consequently, it's wise to start with a rough draft that you revise until only words that are vital to its content remain.

### The Heading

Put your name, address, phone and fax numbers and e-mail address, if you have one, at the top of the page. Check the spelling and numbers several times. You don't want employers to discard your resume or cover letter because they can't reach you.

A recruiter would rather talk with you during the day, so if you can take calls at work, include a work phone number. If a beeper is the best way to reach you, be sure to note that number in your

resume and cover letter, in case they become separated.

If your address changes during your job search, send another resume and cover letter for the positions that interest you. A recruiter won't bother to change data on your first version.

### The First Paragraph

The first paragraph of your letter should state how you learned about the job opening. Most companies keep records of which sources are best at attracting promising candidates. If you saw the job in the classified ads, mention the newspaper and date the ad appeared. State your objective and the specific position you're seeking. Recruiters work too rapidly to guess your objective. To say you're applying for a "telecommunications position" is too general.

If you've researched the company, be sure to mention why you're interested in it. Alluding to its products, philosophy or reputation, coupled with sending the letter to the correct recruiter (if you can determine who this is), gives you an opportunity to stand out from the crowd.

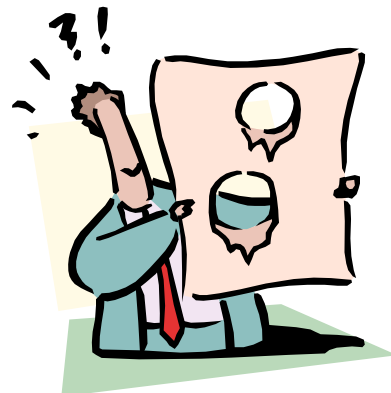
If you know someone at the company, feel free to mention that person, but remember, your acquaintance

with a director or manager can help -- or hinder -- your search. Drop a name only if the person appreciates your work and will speak highly of your abilities. You also should get advance permission from your contact to use his or her name.

### The Second Paragraph

Cover letters must provide customized information beyond what's in your resume. "Value added" is the buzzword these days. How can your cover letter add value to your resume? Talk about some of your soft skills, such as team-building, being a self-starter and organizational abilities. Cite a specific reason why you're the ideal candidate for the position, then customize your letter to prove your point.

Recruiters would rather read about actual accomplishments than see trite phrases such as "excellent communication skills." They want specifics about your achievements. For example, to illustrate your com-



munication skills, you might mention your weekly sales briefings to top management or a speech you gave to an audience of 500 people.

Using lists or bulleting your relevant accomplishments is another way to highlight your experience. The following example provides a readable way to match your qualifications with the position's required criteria:

### Your Needs

- Prefer MBA with technical undergraduate degree
- Minimum of three years sales experience
- Marketing experience  
Excellent communication skills

### My Qualifications

- BSEE, MBA
- Five years technical sales support in an engineering environment
- Designed and implemented four marketing campaigns
- Adept at public-speaking and writing, especially involving the roll-out of software products

### The Closing Paragraph

Before closing your letter,

tell the recruiter you'll follow up to confirm receipt of your resume and set an interview appointment, if appropriate. Employers often are impressed by candidates who show initiative and perseverance. Unless you've been told not to call, taking this action may increase your chance of gaining an interview. Persistent enthusiasm will generally take you farther than benign neglect.

### A Few Words of Wisdom

A job seeker saw an ad for several openings at a high-tech company in the St. Louis area. He was interested in both technical writing and technical trainer positions. He sent separate cover letters and resumes applying for each job. Was this duplication necessary or redundant? The answer depends on the company, but generally, applying separately makes it more likely that you'll be considered for both positions. In large companies, recruiters have responsibility for finding candidates for specific functions and job openings. Sending one set of documents may result in your being considered for only one opportunity when you're qualified for both.

Where does your cover letter belong when you're emailing resumes? Your best bet is to include your cover

letter as part of the text. A letter and resume sent as one document will reach the destination intact.

When it comes to cover letters, the answer to the question, "To write or not to write?" is "yes." While most recruiters value resumes



more than letters, a clear, concise, carefully tailored

cover letter often can tip an employer's scales in your favor and help you land an interview.

-- Ms. Glover is a human-resource consultant with Career Consultations, a consulting firm in Dallas. Ms. Besson is president of Career Dimensions, a Dallas-based firm specializing in career development and job-search programs for professionals and corporations. She is author of "The NBEW Guide to Resume Writing" (1999, John Wiley & Sons) and "The NBEW Guide to Cover Letters" (1999, John Wiley & Sons).

### Editor's Note



There are many resources that you can use to research cover letters. There is a lot of information at your fingertips!

**Some of the more helpful web-sites are:**

Ball State University  
[www.bsu.edu/students/careers/article/o,,3545--,00](http://www.bsu.edu/students/careers/article/o,,3545--,00)

Careerlab.com  
[www.careerlab.com/letters/default](http://www.careerlab.com/letters/default)

College Grad.com  
[www.collegegrad.com/coverletters/](http://www.collegegrad.com/coverletters/)

Job Smart  
[www.jobsmart.org/tools/resume/cletters](http://www.jobsmart.org/tools/resume/cletters)

Minnesota Work Force Center  
[www.mnwfc.org/cjs](http://www.mnwfc.org/cjs)

Monster.com  
[www.resume.monster.com/archives/coverletter](http://www.resume.monster.com/archives/coverletter)

Rensselaer Writing Center  
[www.rpi.edu/dept/llc/writecenter/web/cover-letter](http://www.rpi.edu/dept/llc/writecenter/web/cover-letter)

The Riley Guide  
[www.rileyguide.com/letters](http://www.rileyguide.com/letters)

**Here are some books that you can find at your local library:**

Cover Letters by Taunee Besson

Cover Letters! Cover Letters! Cover Letters! by Richard Fein (Career Publishers, 1997)

Cover Letters That Knock 'Em Dead by Martin John Yate (Adams Publishing, 1995)

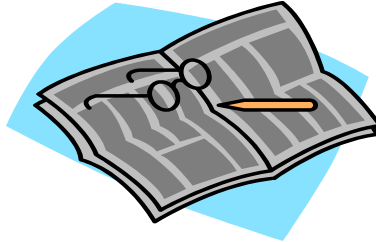
Dynamite Cover Letters by Ronald & Caryl Krannich

175 High-Impact Cover Letters by Richard H. Beatty (John Wiley & Sons, 1996)

201 Dynamite Job Search Letters

by Ronald Krannich (1997)

201 Winning Cover Letters For \$100,000+ Jobs by Wendy Enelow



## JOB LEADS

The CTC receives several job leads from prospective employers every month. We have been sending them out to you via e-mail as quickly as possible with the exception of a few that we hold for this newsletter. Because this delay may disadvantage our clients in the application process, we have decided to send all job leads to you via e-mail and save the monthly newsletter for helpful articles, program news, and a few jobs we've found from public sources. **Let us know what you think of this change!** We want to provide you with the best possible service.



### CEO JOB OPPORTUNITIES UPDATE —

**www@CEOUPDATE.com**

Check the FSI Library for the latest edition of this publication that advertises a variety of jobs. (Note: the Internet connection may charge you to subscribe.) In the October 2, 2003 edition, the following were some of the jobs

advertised:

- President of the Asia Society in New York City
- President of the American Association of Exporters & Importers in Washington, D. C.
- President of the National U. S.- Arab Chamber of Commerce in Washington, D.C.
- Executive Director of the International Development Exchange in San Francisco
- Director of the Global Education Center in the Academy for Educational Development in Washington, D.C.
- Finance Director of the International Executive Service Corps in Washington, D.C.
- Executive Director of the U. S.-Pakistan Business Council of the U.S. Chamber of Commerce in Washington, D.C.
- Director of Human Resources & Administration at the International Fund for Animal Welfare in Yarmouth Port, Massachusetts



### AFFIRMATIVE ACTION REGISTER (AAR) — [www.aar-eeo.com](http://www.aar-eeo.com)

Check the website or the FSI Library for the latest edition of this publication that advertises a variety of jobs. In the September 2003 edition, the following were some of the jobs advertised:

- Director, Global Health Program, Graduate School of



Public Health, University of Pittsburgh, Pittsburgh, PA

- Director of Multicultural Affairs, College of Environmental Science & Forestry, State University of New York, Syracuse, NY
- Faculty position to teach "American Literature/ American Studies" in the Department of English & Comparative Literature; faculty position to teach in the Writing Program; American University in Cairo
- Faculty position to teach "Asian Studies: Japanese Studies" and faculty position to teach "Political Science: International Relations" at St. Olaf College in Northfield, Minnesota
- Faculty position to teach Comparative Politics and faculty position to teach International Relations, Department of Political Science, University of California, Berkeley
- Visiting Faculty positions to teach political science and international law, The Paul H. Nitze School of Advanced International Studies, Johns Hopkins University, in Nanjing, China

"To be nobody—but yourself—in a world which is doing its best, night and day, to make you everybody else—means to fight the hardest battle with any human being can fight, and never stop fighting."

- e.e. cummings

## OPPORTUNITIES IN PUBLIC AFFAIRS – [www.opajobs.com](http://www.opajobs.com)

Check the FSI Library for the latest edition of this publication that advertises a variety of jobs. (Note: the Internet connection may charge you to subscribe.) In the September 30, 2003 edition, the following were some of the jobs advertised:

- Editorial Assistant, *Foreign Policy Magazine*, Washington, D. C.



- Writer/Editor, The Woodrow Wilson Center, Washington, D.C.
- Communications Assistant, *The News Hour with Jim Lehrer*, location unknown
- Communications Manager/ Press Secretary, Oceana, Washington, D.C.
- Writer/Editor, The Defenders of Wildlife, Washington, D.C.
- Freelance Copyeditors/ Proofreaders, American Enterprise Institute, Washington, D.C.
- Communications Specialist, American Enterprise Institute/ Brookings Joint Center, Washington, D.C.
- Professional Staff Member, #081203 Democratic committee staff, U.S. House of Representatives, Washington, D.C.



## Attention JSP Graduates!

**Follow-up Meetings:** JSP follow-up meetings will be held in Room E-2118 at NFATC (FSI) on October 28 and November 25. Join Program participants for networking, exchanging ideas, sharing experiences, and re-charging your job search batteries!

**Job Fair:** Also note that the next CTC Job Fair will be held on Wednesday, October 29, 2003, from 1300 through 1600 in the NFATC Field House. Bring your ID and your resume!

**The Newsletter:** The Newsletter is also available on FSI's page on the State Department Intranet.

## Special Invitation



**ARE YOU WILLING TO HELP?**

**The Career Transition Center is seeking former Job**

**Search Program (JSP) participants to help with Future JSPs. Are you**

**Are you willing to help?**

**JOB FAIRS**

If your current employer might be interested in attending our Job Fairs in March and August 2004, please send Amy Pitts the name of the company or organization, the name of a contact, and an e-mail address. Amy's e-mail address is PittsA@state.gov.

**SHARE YOUR POST-USG EXPERIENCE!**

If you have information about what worked for you in the job search, advice that you think will be helpful to others, please write about it to Amy Pitts at: PittsA@state.gov

If you are employed in

any of the following areas and would be willing to serve as a panel member at a future JSP to talk about your new work, please email Nedra Klee Hartzell (HartzellNJ@state.gov):

- Regular, part-time employment
- Sporadic, temporary employment
- Volunteer commitments
- Association employment
- NGO employment
- Non-profit employment
- Think tank employment
- For-profit, private sector employment
- Consulting
- Running your own business

- Employment as a writer
- All types of employment in education
- Personal service contractor for USG (not WAE)

*"In adolescence, when our public and private selves divide, these studies see authority rather than self regulating our behavior and life is lived out automatically and compulsively rather than freely and consciously ... Studies have shown that midlife rather than childhood or adolescence represents the pivotal time of individuations, autonomous self-definition and conscious choice.."*

*- Betty Friedan  
The Fountain of Age*



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